

**NATIONAL LIBRARY OF MEDICINE  
Request for Quotations**

**“HIV/AIDS Community Information Outreach Project 2015”  
(Dated: May 14, 2015)**

**INSTRUCTIONS, CONDITIONS, AND NOTICES TO OFFERORS**

**A. GENERAL INFORMATION**

**1. INTRODUCTION**

The National Library of Medicine is seeking proposals for the HIV/AIDS Community Information Outreach Project for libraries and other organizations to work together to improve awareness of, access to, and use of HIV/AIDS medicine and public health information by organizations, institutions, and agencies working in any phase of HIV/AIDS management.

**2. PURPOSE**

The purpose of the HIV/AIDS Community Information Outreach Project and this RFQ is to solicit Quotations to procure professional services to design and conduct outreach projects that will improve access to HIV/AIDS related health information by patients, the affected community, their caregivers and the general public.

**3. BACKGROUND**

See Statement of Work. (**Attachment 1**)

**4. NAICS CODE AND SIZE STANDARD**

Notice to offerors: The following information is to be used in completing the attached representations and certifications:

- a. The North American Industry Classification System (NAICS) code for this Acquisition is 624190.
- b. The small business size standard for this acquisition is \$11.0 million.

The Federal Acquisition Regulation (FAR) requires in EVERY solicitation, (Except for foreign acquisitions) the inclusion of the North American Industry Classification (NAICS) Code and corresponding size standard which best describes the nature of the requirement in the solicitation.

**5. METHOD OF ACQUISITION**

The Government intends to procure the necessary services in accordance with the simplified acquisition procedures stated in FAR Part 13. This is a combined synopsis/solicitation for commercial items prepared in accordance with the format in Subpart 12.6, as supplemented with additional information included in this notice. This announcement constitutes the only solicitation; proposals are being requested and a written solicitation will not be issued.

6. TYPE OF AWARDS

It is anticipated that the award(s) from this solicitation will be firm fixed-priced type purchase orders.

NLM offers a contract award with a not to exceed maximum value of \$50,000. A full, detailed quotation (proposal) must be submitted. The award may be for a new project or the continuation or expansion of a project previously funded by NLM or the National Network of Libraries of Medicine. Quotations will be technically evaluated by a review panel.

7. NUMBER OF AWARDS

It is anticipated that multiple awards will be made from this solicitation.

**NOTE:** Award of any purchase order is contingent on the availability of funds.

8. DATE OF AWARD

It is anticipated that awards will be made in September 2015.

9. PERIOD OF PERFORMANCE

It is anticipated that any award(s) made from this solicitation will have a period of performance of twelve (12) months from the date of award.

10. PLACE OF PERFORMANCE

The project must be conducted within the United States and its territories. In accordance with NIH Guide for Grants and Contracts, the description of the United States is as follows:

“The 50 States, territories, and possession of the United States, the Commonwealth of Puerto Rico, the Trust Territory of the Pacific Islands, and the District of Columbia.”

11. COMMITMENT OF PUBLIC FUNDS

The Contracting Officer is the only individual who can legally commit the Government to the expenditure of public funds in connection with the proposed acquisition. Any

other commitment, either explicit or implied, is invalid.

**12. COMMUNICATIONS PRIOR TO AWARD**

Vendors shall direct all communications to the attention of:

Greg Benedict, Contract Specialist  
Office of Acquisitions (OA)  
National Library of Medicine (NLM)  
6707 Democracy Blvd., Suite 105  
Bethesda, Maryland 20892-5488  
301-496-6546  
Fax: 301-402-0642  
E-mail: [Gregory.benedict@nih.gov](mailto:Gregory.benedict@nih.gov)

Shari Shor, Contracting Officer  
Office of Acquisitions (OA)  
National Library of Medicine (NLM)  
6707 Democracy Blvd. Suite 105  
Bethesda, MD 20892-5488  
Office Phone: 301-496-6546  
Fax: 301-402-0642  
E-mail: [shorse@mail.nlm.nih.gov](mailto:shorse@mail.nlm.nih.gov)

Communications with other officials may compromise the competitiveness of this acquisition and result in cancellation of the requirement.

Requests for clarification must be submitted electronically, no later than 12:00 P.M. local prevailing time on Friday, July 1, 2015, to the aforementioned. When submitting requests for clarification, contractors must cite the relevant section, paragraph, and page number. Questions should be written in a way that enables clear understanding of the contractors' issues and concerns. Statements expressing opinions, sentiments, or conjectures are not considered valid inquiries and will not be provided a response. Further, contractors are reminded that the Contract Specialist will not address hypothetical questions aimed at receiving potential "evaluation decision". Questions with the Government's responses will be posted to the Federal Business Opportunities (FBO) website. Please be advised that the Government reserves the right to transmit those questions and answers of a common interest to all prospective offerors. Responses will not disclose proprietary information of the contractors.

**13. PREPARATION COSTS**

This RFQ does not commit the Government to pay for the preparation and submission of a proposal.

**B. GENERAL INSTRUCTIONS TO OFFERORS**

1. INSTRUCTIONS TO VENDORS

(a) *Definitions.* As used in this provision—

*Discussions* are negotiations that occur that may, at the Contracting Officer's discretion; result in the offeror being allowed to revise its proposal.

*In writing or written* means any worded or numbered expression which can be read, reproduced, and later communicated, and includes electronically transmitted and stored information.

*Quotation modification* is a change made to a proposal before the solicitation's closing date and time, or made in response to an amendment, or made to correct a mistake at any time before award.

*Quotation revision* is a change to a quotation made after the solicitation closing date, at the request of or as allowed by a Contracting Officer as the result of negotiations.

*Time*, if stated as a number of days, is calculated using calendar days, unless otherwise specified, and will include Saturdays, Sundays, and legal holidays. However, if the last day falls on a Saturday, Sunday, or legal holiday, then the period shall include the next working day.

(b) *Amendments to solicitations.* If this solicitation is amended, all terms and conditions that are not amended remain unchanged. Offerors shall acknowledge receipt of any amendment to this solicitation by the date and time specified in the amendment(s).

(c) *Submission, modification, revision, and withdrawal of Proposals.*

(1) Unless other methods (e.g., electronic commerce or facsimile) are permitted in the solicitation, Quotations and modifications to Quotations shall be submitted in paper media in sealed envelopes or packages (i) addressed to the office specified in the solicitation, and (ii) showing the time and date specified for receipt, the solicitation number, and the name and address of the offeror. Offerors using commercial carriers should ensure that the quotation is marked on the outermost wrapper with the information in paragraphs (c) (1) (i) and (c) (1) (ii) of this provision.

(2) The first page of the quotation must show--

- (i) The solicitation number;
- (ii) The name, address, and telephone and facsimile numbers of the offeror (and electronic address if available);

- (iii) A statement specifying the extent of agreement with all terms, conditions, and provisions included in the solicitation and agreement to furnish any or all items upon which prices are offered at the price set opposite each item;
  - (iv) Names, titles, and telephone and facsimile numbers (and electronic addresses if available) of persons authorized to negotiate on the offeror's behalf with the Government in connection with this solicitation; and
  - (v) Name, title, and signature of person authorized to sign the proposal. Quotations signed by an agent shall be accompanied by evidence of that agent's authority, unless that evidence has been previously furnished to the issuing office.
- (3) Late Quotations and revisions. (i) Any proposal received at the office designated in the solicitation after the exact time specified for receipt of quotes will not be considered unless it is received before award is made and—
- (A) It was sent by registered or certified mail not later than the fifth calendar day before the date specified for receipt of Quotations(e.g., a proposal submitted in response to a solicitation requiring receipt of offers by the 20th of the month must have been mailed by the 15th);
  - (B) It was sent by mail (or telegram or facsimile, if authorized) or hand-carried (including delivery by a commercial carrier) if it is determined by the Government that the late receipt was due primarily to Government mishandling after receipt at the Government installation;
  - (C) It was sent by U.S. Postal Service Express Mail Next Day Service-Post Office to Addressee, not later than 5:00 p.m. at the place of mailing two working days prior to the date specified for receipt of Proposals. The term ``working days" excludes weekends and U.S. Federal holidays;
  - (D) It was transmitted through an electronic commerce method authorized by the solicitation and was received at the initial point of entry to the Government infrastructure not later than 5:00 p.m. one working day prior to the date specified for receipt of Proposals; or
  - (E) There is acceptable evidence to establish that it was received at the activity designated for receipt of Quotations and was under the Government's control prior to the time

set for receipt of Proposals, and the Contracting Officer determines that accepting the late proposal would not unduly delay the procurement; or

- (F) It is the only proposal received.
- (ii) Any modification or revision of a proposal or response to request for information, including any final proposal revision, is subject to the same conditions as in subparagraphs (c)(3)(i)(A) through (c)(3)(i)(E) of this provision.
- (iii) The only acceptable evidence to establish the date of mailing of a late proposal or modification or revision sent either by registered or certified mail is the U.S. or Canadian Postal Service postmark both on the envelope or wrapper and on the original receipt from the U.S. or Canadian Postal Service. Both postmarks must show a legible date or the proposal, response to a request for information, or modification or revision shall be processed as if mailed late. ``Postmark" means a printed, stamped, or otherwise placed impression (exclusive of a postage meter machine impression) that is readily identifiable without further action as having been supplied and affixed by employees of the U.S. or Canadian Postal Service on the date of mailing. Therefore, offerors or respondents should request the postal clerk to place a legible hand cancellation bull's eye postmark on both the receipt and the envelope or wrapper.
- (iv) Acceptable evidence to establish the time of receipt at the Government installation includes the time/date stamp of that installation on the proposal wrapper, other documentary evidence of receipt maintained by the installation, or oral testimony or statements of Government personnel.
- (v) The only acceptable evidence to establish the date of mailing of a late proposal, modification or revision, or withdrawal sent by Express Mail Next Day Service-Post Office to Addressee is the date entered by the post office receiving clerk on the ``Express Mail Next Day Service-Post Office to Addressee" label and the postmark on both the envelope or wrapper and on the original receipt from the U.S. Postal Service. ``Postmark" has the same meaning as defined in paragraph (c) (3) (iii) of this provision, excluding postmarks of the Canadian Postal Service. Therefore, offerors or respondents should request the postal clerk to place a legible hand cancellation bull's eye postmark on both the receipt and the envelope or wrapper.

- (vi) Notwithstanding paragraph (c)(3)(i) of this provision, a late modification or revision of an otherwise successful proposal that makes its terms more favorable to the Government will be considered at any time it is received and may be accepted.
  - (vii) Quotations may be withdrawn by written notice or telegram (including mailgram) received at any time before award. If the solicitation authorizes facsimile proposals, Quotations may be withdrawn via facsimile received at any time before award, subject to the conditions specified in the provision entitled "Facsimile Proposals." Quotations may be withdrawn in person by an offeror or an authorized representative, if the representative's identity is made known and the representative signs a receipt for the proposal before award.
  - (viii) If an emergency or unanticipated event interrupts normal Government processes so that Quotations cannot be received at the office designated for receipt of Quotations by the exact time specified in the solicitation, and urgent Government requirements preclude amendment of the solicitation or other notice of an extension of the closing date, the time specified for receipt of Quotations will be deemed to be extended to the same time of day specified in the solicitation on the first work day on which normal Government processes resume. If no time is specified in the solicitation, the time for receipt is 4:30 p.m., local time, for the designated Government office.
- (4) Quotations submitted must be on an all-or-none basis, e.g., Quotations that propose to provide any item or combination of items shall be determined to be nonresponsive.
  - (5) Quotations submitted in response to this solicitation shall be in English and in U.S. dollars.
  - (6) Offerors may submit modifications to their Quotations at any time before the solicitation closing date and time, and may submit modifications in response to an amendment, or to correct a mistake at any time before award.
  - (7) Offerors may submit revised Quotations only if requested or allowed by the Contracting Officer.
  - (8) Quotations may be withdrawn at any time before award. Withdrawals are effective upon receipt of notice by the Contracting Officer.
- (d) Proposal expiration date. Quotations in response to this solicitation will be valid.

- (e) Restriction on disclosure and use of data. Offerors that include in their Quotations data that they do not want disclosed to the public for any purpose, or used by the Government except for evaluation purposes, shall--
- (1) Mark the title page with the following legend: This proposal includes data that shall not be disclosed outside the Government and shall not be duplicated, used or disclosed--in whole or in part--for any purpose other than to evaluate this proposal. If, however, a purchase order is awarded to this offeror as a result of--or in connection with-- the submission of this data, the Government shall have the right to duplicate, use, or disclose the data to the extent provided in the resulting purchase order. This restriction does not limit the Government's right to use information contained in this data if it is obtained from another source without restriction. The data subject to this restriction are contained in sheets [insert numbers or other identification of sheets]; and
  - (2) Mark each sheet of data it wishes to restrict with the following legend: Use or disclosure of data contained on this sheet is subject to the restriction on the title page of this proposal.
- (f) Purchase Order Award.
- (1) The Government intends to award purchase order(s), to the responsible offeror(s) whose proposal represents the best value, after an evaluation is conducted in accordance with the factors and sub factors, in the solicitation.
  - (2) The Government may reject any or all Quotations if such action is in the Government's interest.
  - (3) The Government may waive informalities and minor irregularities in Quotations received.
  - (4) The Government shall evaluate Quotations and may award a purchase order without discussions with offerors (except clarifications as described in FAR 15.306(a)). Therefore, the offeror's initial proposal should contain the offeror's best terms from a cost or price and technical standpoint. The Government reserves the right to conduct discussions if the Contracting Officer later determines them to be necessary.
  - (5) The Government reserves the right to make an award on any item for a quantity less than the quantity quoted, at the unit cost or prices quoted, unless the offeror specifies otherwise in the proposal.



- (6) Exchanges with offerors after receipt of a proposal do not constitute a rejection or counteroffer by the Government.
- (7) The Government may determine that a proposal is unacceptable if the prices proposed are materially unbalanced between line items  
  
or subline items. Unbalanced pricing exists when, despite an acceptable total evaluated price, the price of one or more line items is significantly overstated or understated as indicated by the application of cost or price analysis techniques. A proposal may be rejected if the Contracting Officer determines that the lack of balance poses an unacceptable risk to the Government.
- (8) The Government reserves the right to make multiple awards if after considering the additional administrative costs it is in the Government's best interest to do so.
- (9) If a cost realism analysis is performed, cost realism may be considered by the source selection authority in evaluating performance or schedule risk.

## 2. POTENTIAL AWARD WITHOUT DISCUSSIONS

The Government reserves the right to award a purchase order without discussions if the Contracting Officer determines that the initial quote(s) is/are fair and reasonable, provide the Best Value and discussions are not necessary.

## 3. ORDERING TERMS AND CONDITIONS

- a. The offeror must specify the unit price quoted for each Item Number.
- b. Prices proposed for this RFQ are Open Market. Please provide three valid quotes for materials that are to be purchased. The quotes should be valid for up to 90 days of estimated award date.
- c. The offeror must indicate the Quantity, Item, and Trade Discounts being quoted for each line item listed. If none, state none.
- d. The offeror must indicate a period of delivery, citing the number of days after receipt of a purchase order document in which delivery will be performed.
- e. The offeror must indicate the F.O.B. Point (cite 'O' for Origin and 'D' for Destination). Transportation & Shipping Terms, of the attached Addendum to Terms and Conditions of Purchase Order (Attachment 3).

4. PURCHASE ORDER TERMS AND CONDITIONS

a. The attached Purchase Order Terms and Conditions (Attachment 2) shall be made a part of any purchase order awarded as a result of this RFQ.

b. The attached Addendum to Terms and Conditions of Purchase Order (Attachment 3) shall be made a part of any purchase order awarded as a result of this RFQ.

5. REPRESENTATIONS, CERTIFICATIONS, AND OTHER STATEMENTS OF OFFERORS OR OFFERORS (SIMPLIFIED ACQUISITIONS)

**If you intend to submit a quotation, you must complete the Offeror Representations and Certifications form as part of your SAM.gov registration. SAM.gov** is federally mandated that organizations wishing to do business with the federal government under a FAR-based purchase order must be registered in SAM before being awarded the purchase order. SAM is the System for Award Management. This site, developed by the government will eventually combine eight federal procurement systems and the Catalog of Federal Domestic Assistance into one new system. Phase one of SAM will combine CCR, ORCA, EPLS and FedReg. As a result, CCR, ORCA, EPLS and FedReg no longer exists since July 29, 2012. If you already have a DUNS number, you can register on-line at <http://www.sam.gov> by clicking on "Register/Update Entity." If you need a DUNS number follow the instructions at <http://fedgov.dnb.com/webform>. If you experience problems with your registration, please contact the SAM Federal Service help desk at 866-606-8220. One's SAM registration in no way guarantees your business winning a contract or an increase in business.

6. ANTI – LOBBYING

Pursuant to Section 503(a) of Public Law 105-78, contract funds shall not be used, other than for normal and recognized executive-legislative relationships, for publicity or propaganda purposes, for the preparation, distribution, or use of any kit, pamphlet, booklet, publication, radio, television, or video presentation designed to support or defeat legislation pending before Congress or any State legislature, except in presentation to the Congress or any other State legislature itself.

7. PRESS RELEASES

The Contractor shall clearly state, when issuing statements, press releases, requests for proposals, bid solicitations and other documents describing projects or programs funded in whole or in part with Federal money: (1) the percentage of the total costs of the program or project which will be financed with Federal money; (2) the dollar amount of Federal funds for the project or program; and (3) the percentage and dollar amount of the total costs of the project or program that will

be financed by nongovernmental sources.

8. NEEDLE EXCHANGE

The Contractor shall not use contract funds to carry out any program of distributing sterile needles or syringes for the hypodermic injection of any illegal drug.

9. SELECTION OF VENDOR(S)

- a. The acceptability of the technical portion of each proposal will be evaluated by a technical review committee or a member of the Government's technical staff. Each proposal will be evaluated in strict conformity with the evaluation criteria in the RFQ utilizing point scores and written critiques. The offeror may be requested to submit clarifying information.
- b. The business portion of each proposal will be subjected to a cost/price analysis (as appropriate), management analysis, etc.
- c. If award will be made without conducting discussions, offerors may be given the opportunity to clarify certain aspects of their Quotations (e.g. the relevance of an offeror's past performance information and adverse past performance information to which the offeror has not previously had an opportunity to respond) or to resolve minor or clerical errors.
- d. Best-Value Analysis. A final best-value analysis will be performed taking into consideration the results of the technical evaluation, cost analysis (as appropriate), and ability to complete the work within the Government's required schedule. The Government reserves the right to make an award to the best advantage of the Government, technical merit, cost, and other factors considered.
- e. The NLM reserves the right to make a single award, multiple awards, or no award at all as a result of this RFQ. In addition, the RFQ may be amended or canceled as necessary to meet NLM's requirements.

10. ELECTRONIC SUBMISSION

**NOTE:** To submit your electronic proposal using eCPS, all offerors must have a valid NIH External Directory Account, which provides authentication and serves as a vehicle for secure transmission of documents and communication with the NLM. The NIH External Directory Account registration process may take up to 24 hours to become active. Submission of proposals by facsimile or e-mail are not accepted.

ELECTRONIC SUBMISSION

The National Library of Medicine (NLM) requires proposals to be submitted via eCPS.:

1) Electronic copy via the NLM electronic Contract Proposal Submission (eCPS) website at <https://ecps.nih.gov/nlm> . All submissions must be submitted by 12:00pm, Local Prevailing Time, on July 20, 2015.

For directions on using e-CPS, go to <https://ecps.nih.gov/nlm> and click on "How to Submit."

NOTE: To submit your electronic proposal using eCPS, all offerors must have a valid NIH External Directory Account, which provides authentication and serves as a vehicle for secure transmission of documents and communication with the NLM. The NIH External Directory Account registration process may take up to 24 hours to become active. Submission of proposals by facsimile or e-mail is not accepted.

## 11. SUBMISSION REQUIREMENTS

### (a) Quotation Cover Sheet (**Attachment 4**)

Include project title, date of submission, name, address, telephone number(s), fax number(s), web address(s), e-mail and DUNS number of the submitting and partnering organization(s) along with specific contact personnel for both administrative and technical aspects of the project (may be the same person). In addition, a one-paragraph summary of the project (approximately 250-400 words) must be included.

### (b) Technical Discussion

Offerors shall submit a work plan indicating how each aspect of the Statement of Work (**Attachment 1**) is to be accomplished. The Technical Discussion must reflect a clear understanding of the nature of the work being undertaken. The Technical Discussion must follow the outline presented below in Section C.2.: Technical Discussion.

### (c) Business Quotation

Offerors shall submit a detailed budget providing a breakdown and justification for the costs included in each expenditure category. The offeror shall include three (3) quotes for all materials to be purchased throughout this contract within their proposal. All quotes must be valid for 60 days. The categories listed are not exhaustive and should be modified for the specific items you are requesting.

## C. INSTRUCTIONS FOR PREPARING THE TECHNICAL PORTION OF THE QUOTATION

### 1. INTRODUCTION

The Technical Discussion shall clearly describe what work will be performed as part of the overall project, how it will be performed, what evaluation measures are used, who

will be doing the work, and how the work related to the overall goal of the proposed project. In addition, the proposal should address why the project is significant and should be funded. A detailed work plan must be submitted indicating how each aspect of the Statement of Work will be accomplished. The technical approach should include as much detail considered necessary to fully explain the proposed approach or method. The technical proposal should reflect a clear understanding of the nature of the work being undertaken. The technical proposal must include information on how the project will be organized, staffed, and managed. In addition to the narrative, the Logic Model must be completed with summary information on project resources, activities and outcomes.

Quotations shall not exceed a total of **50 single-spaced pages**, including all enclosures and attachments. Pages should be of standard size (8 ½" x 11") and the font should be no smaller than 10 point. Excluded from the page limitation are cover letters and letters from collaborators and consultants.

PROJECT DESCRIPTIONS ARE EXPECTED TO BE BRIEF AND SHALL NOT EXCEED 10 PAGES.

A Checklist for Submission is included as **Attachment 7**. This checklist is intended to help you; it is not a requirement and does not need to be included in your quotation.

## 2. TECHNICAL DISCUSSIONS

The suggested outline for the technical discussion is as follows:

- a. Proposal Cover sheet (Attachment 4): Include project title, date of submission, name, address, telephone number(s), fax number(s), web address(s), e-mail and DUNS number of the submitting and partnering organization(s) along with specific contact personnel for both administrative and technical aspects of the project (may be the same person). In addition, a one-paragraph summary of the project (approximately 250-400 words) should be included.
- b. Statement of work: Describe the project and include at least the following information:
  - Goal: Describe in detail the goal of the project and how the requested funds will help accomplish the goal. A goal is a broad statement describing the ultimate benefits that the project will work toward accomplishing by the end of a successful project. The information outreach project goal should include improving access and use of National Library of Medicine online HIV/AIDS information. Indicate the need for the project and its relationship to any similar projects currently underway, if any.
  - Objectives: Describe the expected results and benefits for each measurable objective as it relates to the criterion of the RFQ and the goal of the project. Objectives define strategies or implementation steps to attain the identified goals

and are specific, measurable, and have a defined completion date. State the goal, objectives, and the specific accomplishments that will be achieved. Address how this project will increase the awareness and utilization of the National Library of Medicine online health and medical resources in the HIV/AIDS community.

- Discussion: Address the accomplishments of each objective including the outcome(s), the target population, and what resources will be used. It is very important to fully discuss how you will accomplish each objective. Measurable objectives are the most important part of the entire proposal. For example, if training is a component of the project, make sure that a description of the content of the training is included in the proposal as well as what specific NLM HIV/AIDS resources will be used during the project.
- Background Information: Provide a narrative description of the project including what will be done, who (organizations or agencies) will be doing it, and why it is important.
- Description of Intended Audience: Describe the target audience(s) including your connection with the population(s). Discuss the need for the project that is being proposed for this audience. If a formal needs assessment is not referenced, provide other types of supporting documentation such as the demographics and/or recent statistics supporting the need for such a project. Describe the population(s) you are focusing on for the project. Describe who will benefit from the project. If available, include estimates of numbers of individuals in the target populations and the geographic area included.
- Approach and Methodology: Clearly outline the general plan of work. Describe in detail the methodologies that will be used for the project and include any problems anticipated. Plans for continuing the project after the period of performance for this funding concludes should also be discussed.

Notice: Provide clear and detailed justification for your approach. For example, do not propose developing a web page for your organization without including details about how this will improve information access for the target population and why another HIV/AIDS web page is necessary with all that are currently available.

- Evaluation: Methodology for Measuring Success - Discuss how you will know whether your project is a success. Describe what the project will accomplish, how you will measure the progress, and plans for evaluating the success of the project. *All proposals must include evaluation measures for each information access category proposed.* Please reference the “Resources” section on the ACIOP Blog (<http://aciopblog.wordpress.com/resources/>) for access to evaluation resources for health information outreach programs such as sample evaluation plans and assessment tools for each information access category. Some relevant examples of evaluation tools may include: conducting pre and post tests for training activities, assessing how frequently someone uses a new tool, and

measuring change in the number of hits to a web site after a promotional activity.

- Logic Model: Complete the Logic Model (Attachment 11). The logic model is a visual representation of a program that illustrates how planned activities are linked to program results. The model will reflect how you plan to carry out and evaluate your project.
  - Project schedule: Provide a realistic schedule for completion of the work and delivery of items specified in the statement of work.
  - Information Access Charts: Complete the charts (Attachment 6) addressing: (1) Types of activities planned, (2) Names and types of organizations involved in the project, and (3) Target populations.
  - Cost Breakdown: Complete the form (Attachment 5) providing the types of expenditures planned, and the estimated rate, hours and cost of these expenditures.
- c. Personnel: Describe the people who will be carrying out the project. Who will be responsible and what are their qualifications? Relate their qualifications to the tasks that will be accomplished. If personnel will be hired to do the work, include a detailed description and the requirements for the job. Describe the experience and qualifications of personnel who will work on the project. Provide information that will show the qualifications of personnel and their recent experience with similar projects. Resumes and/or CVs of key staff must be included.

**NOTE:** Offerors shall include a resume for each key person proposed for the project. Resumes of management, technical, and support staff necessary to provide the services and support requested shall also be included. Individual resumes shall be no more than two pages in length.

Resumes shall include the following:

- Name of person;
  - Education (including, in reverse chronological order, colleges and/or technical schools attended (with dates), degree(s)/certification(s) received, major field(s) of study.
  - Experience (including, in reverse chronological order, area(s) of work in which a person is qualified, company and title of position, approximate starting and ending dates (month/year), concise descriptions of experience for each position held, and
- d. Partnerships/Consultants. Involvement of consultant is permitted. However, such use must be described in detail and supported by appropriate letters from each individual/organization confirming his/her role in the project. The letters of

commitment should specify the roles of each participating consultants/organization and what services they are providing for the proposed project and must be included with the proposal.

- e. Facilities. Describe the facilities and resources to be used to support this project. Include a description of computer equipment and office facilities of the Offeror and those of any other site to be used in the project. List the most important equipment items already available for this project, noting location and pertinent capabilities of each. **\*Funds are not provided for rental expenses.**
- f. Past Performance. Describe for each organization and/or all personnel any past accomplishments related to HIV/AIDS or similar health information outreach projects.

Include performance history on meeting objectives within delivery and cost schedules on efforts, either past or on-going which is comparable to the effort required by this RFQ.

- g. The Offeror shall identify three (3) contracts/task orders with the Federal Government that demonstrate relevant past performance. Recent is defined as within the last three years. Relevant is defined as work similar in complexity and magnitude of the work described in this Statement of Work.

Include the following information:

- Project title
- Description of the project
- Contract number
- Contract amount
- Government Agency/Organization
- COR's name, address, and phone number, email address
- Contract and, if applicable, task order number
- Current status, e.g., completed and/or in progress, state and estimated completion dates
- Dollar value and type of contract
- Name of company being referenced
- SOW paragraphs that the references applies to
- Key personnel (please highlight those individuals who worked on the relevant project(s) and are also being proposed for this effort.)
- A brief narrative of why you deem the references to be relevant to this effort

The Government may also consider information obtained through other sources. Past performance information will be utilized to determine the quality of the contractor's past performance as it relates to the probability of success of the required effort.



3. INSTRUCTIONS FOR AWARDS

- a. The format provided must be used when submitting the proposal. Additional information may be provided, if necessary, but is not required.
- b. The narrative description of the project should include a description of the work to be undertaken and how it will be done. It should briefly touch upon how the project will be organized, staffed and managed. The work to be conducted must relate to the goals and objectives stated for the project. Involvement of partnerships/consultants is permitted. However, such use must be described in detail and supported by appropriate letters from each individual/organization confirming his/her role in the project. Letters of commitment must be included. They should specify the roles of each participating consultant/organization and what services they are providing for the proposed project.
- c. Resumes and/or CVs of the key staff must be included. If personnel will be hired, job descriptions with specific qualifications must be included. The descriptions of the personnel involved in the project must include statements about their prior experience, education and training.
- d. **Attachment 4** – Proposal Cover Page must be included.

4. EVALUATION OF THE TECHNICAL PORTION OF QUOTATIONS

The technical portion of Quotations will be evaluated in accordance with the factors, weights, and order of relative importance as described in E. EVALUATION FACTORS FOR AWARD below:

5. ADDITIONAL INSTRUCTIONS FOR PREPARING THE TECHNICAL PORTION OF THE QUOTATION

- a. Quotations which merely offer to conduct the work in accordance with the requirements of the Government's scope of work will be considered nonresponsive. The offeror must submit an explanation of the proposed technical approach in conjunction with the tasks to be performed in achieving the project objectives.
- b. Evaluation of the technical portion of Quotations will be conducted by a technical review committee in accordance with the evaluation criteria stated in E. EVALUATION FACTORS FOR AWARD

**D. INSTRUCTIONS FOR PREPARING THE BUSINESS PORTION OF THE QUOTATION**

1. BASIC COST/PRICE INFORMATION

Offerors shall submit a detailed budget providing a breakdown and justification for the costs included in each expenditure category. The categories listed are not exhaustive and should be modified for the specific items you are requesting.

Use the Cost Breakdown Form supplied (**Attachment 5**) to submit your budget.

Funds may be requested for the following (these are examples only and are not meant to be all-inclusive):

- Purchase of equipment or materials for the project
- Salaries of additional staff to support the project or release current staff to carry out the project.
- Document delivery
- Communications access costs
- Travel necessary for the project
- Developing, producing, and distributing materials for the project
- Evaluating the project
- Costs to obtain or provide training in accessing HIV/AIDS information resources

Prices to the Government shall be as low as or lower than those charged to the offeror's most favored customer for comparable quantities under similar terms and conditions in addition to any trade or prompt payment discounts offered. Accordingly, discounts notwithstanding, the offeror must ensure that the items sold to the Government in the particular commodity category meet the requirement for "most favorable pricing" to the Government.

## 2. INFORMATION OTHER THAN PRICING DATA

The information submitted shall consist of data to permit the Contracting Officer and authorized representatives (NLM staff) to determine price reasonableness or cost realism, e.g., information to support an analysis of material costs or information on prices and quantities at which the offeror has previously sold the same or similar items or carried out the same or similar work.

Any information submitted must support the price proposed. Include sufficient detail or cross reference to clearly establish the relationship of the information provided to the price proposed. Support any information provided by explanations or supporting rational as needed to permit the Contracting Officer and authorized representatives to evaluate the documentation. The information may be submitted in the offeror's original format.

Funds **may not** be used for the following:

- Purchase of meals, light refreshments, or beverages, including gift cards for such items.

- Gifts, gift cards, or promotional items including but not limited to: clothing and commemorative items such as pens, mugs/cups, folders/folios, lanyards, conference bags or similar items.

## **E. EVALUATION FACTORS FOR AWARD**

### **1. GENERAL**

In the selection of the contractor(s) for this acquisition, paramount consideration shall be given to the evaluation of the technical Quotations rather than cost or price. The evaluation will be based on the demonstrated capabilities of the prospective vendor in relation to the needs of the project as set forth in the RFQ. The merits of each proposal will be evaluated carefully, based on responsiveness to the RFQ and the thoroughness and feasibility of the technical approach taken. Vendors must submit information sufficient to evaluate their Quotations based on the detailed criteria listed below. NLM may award a purchase order only if the corresponding proposal has been recommended as technically acceptable by the technical review committee. NLM is not under any obligation to fund any proposal or make any specific number of awards. Funding for any/all technically acceptable Quotations is not guaranteed.

**QUOTATIONS WILL BE SCORED AGAINST THESE CRITERIA, SO PLEASE BE CERTAIN THAT ALL CRITERIA HAVE BEEN ADDRESSED IN YOUR SUBMISSION.**

### **2. EVALUATION OF TECHNICAL PORTION OF PROPOSAL**

The technical portion of Quotations will be evaluated in accordance with the factors, weights, and order of relative importance as described below entitled “EVALUATION FACTORS FOR AWARD”.

**Quotations which merely offer to conduct the work in accordance with the requirements of the Government’s scope of work will not be eligible for award. The offeror must submit an explanation of the proposed technical approach in conjunction with the tasks to be performed in achieving the project objectives.**

Evaluation of the technical portion of Quotations will be conducted by a technical review committee or a member of the Government’s technical staff in accordance with the weighted technical criteria stated in EVALUATION FACTORS FOR AWARD. This evaluation produces a numerical score (points) which is based upon the information contained in the offeror’s proposal only.

#### **a. QUALIFICATIONS OF THE OFFEROR**

You are requested to submit a summary of your General Experience, Organizational Experience Related to this RFQ, Performance History, and Pertinent Acquisitions.

- i. General Experience: Defined as general background, experience, and qualifications of the offeror. A discussion of the offeror's facilities which can be devoted to the project may be appropriate.
- ii. Organizational Experience Related to this RFQ: Defined as the accomplishment of work, either past or on-going, which is comparable, or related, to the effort required by this RFQ. This includes the offeror's overall experience, but not the experience and/or past performance of individuals who are included in the proposal as personnel involved with the Statement of Work in this RFQ.
- iii. Performance History: defined as meeting acquisition objectives within delivery and cost schedules on efforts, either past or on-going, which is comparable or related to the effort required by this RFQ.
- iv. Pertinent Acquisitions: defined as a listing of each related acquisition completed within the last three years or currently in process. The listing should include: (1) the acquisition number; (2) acquiring agency; (3) acquisition dollar value; (4) dates acquisition began and ended (or ends); (5) description of acquisition work; (6) explanation of relevance of work to this RFQ; and (7) actual delivery and cost performance versus delivery and cost agree to in the acquisition(s).

You are cautioned that omission or an inadequate or inaccurate response to this very important RFQ requirement could have a negative effect on the overall selection process. Previous work experience which is relevant to the ability of the offeror to perform will be considered in the source selection process.

### **3. PRICING**

Prices to the Government shall be as low as or lower than those charged to the offeror's most favored customer for comparable quantities under similar terms and conditions in addition to any trade or prompt payment discounts offered. Accordingly, discounts notwithstanding, the offeror must ensure that the items sold to the Government in the particular commodity category meet the requirement for "most favorable pricing" to the Government.

### **4. MANDATORY CRITERIA**

Listed below are mandatory qualification criteria that establish conditions that must be met in order for the proposal to be considered:

- a) The project must specifically target HIV/AIDS-related health information needs of the affected community, their caregivers, the general public, or the intended audience including, but not limited to allied health professionals, social workers, or case managers.

At least one of the organizations managing the project must be a community-based organization, library or department of public health.

- b) The proposal must address how the project will increase the awareness and utilization of the National Library of Medicine online medical resources in the HIV/AIDS Community. All proposals must include evaluation measures for each information access category (*Referenced in Section C of Statement of Work*) of activities selected for the project. Refer to the “Resources” section on the ACIOP Blog (<http://aciopblog.wordpress.com/resources>) for access to evaluation resources for health information outreach programs such as sample evaluation plans and assessment tools for each information access category.
- c) The project must be conducted within the United States and its territories. In accordance with NIH Guide for Grants and Contracts, the description of the United States is as follows: “The 50 States, territories, and possession of the United States, the Commonwealth of Puerto Rico, the Trust Territory of the Pacific Islands, and the District of Columbia.”
- d) Project cannot include needle exchange and/or condom distribution activities.
- e) Project budget shall not exceed \$50,000.00.
- f) Every proposal must include the Award Cover Sheet (Attachment 4) as the cover of the entire proposal. All Attachments included in the solicitation must be completed and submitted with the proposal.

5. TECHNICAL EVALUATION CRITERIA

**In determining which offer represents the best value (i.e., labor hours, special features, administrative costs) to meet the Government’s needs, the Government shall evaluate responses using the following evaluation criteria that are listed in descending order of priority:**

The technical proposal will receive paramount consideration in the selection of the offerors for this acquisition. In the event that the technical evaluation reveals that two or more offerors are approximately equal in the technical ability, then cost may become a significant factor in determining award. In any event, the government reserves the right to make an award based on a best value determination, cost and other factors considered.

Offerors merely proposing to provide a service in accordance with the statement of work will not be eligible for award. The proposal must include a comprehensive plan for meeting the needs of the Government, addressing each of the requirements of the statement of work and explaining the proposed technical approach to be used. Failure to provide the information required to evaluate the proposal may result in the rejection of the proposal without further consideration.

**\*NOTE: The Section 508 GPAT is required to be submitted as part of your quotation and will be evaluated as acceptable or unacceptable but not scored.**

## 6. TECHNICAL EVALUATION FACTORS

### **STANDARD AWARDS**

<u>Criteria</u>	<u>Points</u>
A. Technical Approach	30
B. Evaluation Measures	20
C. Organization(s) Involved, Facilities, Personnel and Resources	20
D. Target Communities	20
E. Past Performance	10
F. Section 508	0
G. Cost Price	<u>0</u>
<b>Total Points</b>	<b>100</b>

#### Criterion A (30 points)

##### Technical Approach

The proposal includes a logical and feasible technical approach to providing HIV/AIDS-related information services to the community in a way that is meaningful to the target audience. The submitted proposal provides sufficient detail to show an understanding of the project and describes how the project will be conducted and what need(s) the project will meet. The proposal addresses how this project will increase the awareness and utilization of the NLM HIV/AIDS resources in the HIV/AIDS community by accessing health and medical resources online and/or using mobile technologies. The submitted proposal defines the rationale and need for the project in detail. The approach to assess the value of the project needs is described in the proposal. If the proposal is for an extension or expansion of a previously funded NLM project, the proposal explains the need for the extension or expansion. The submitted proposal addresses what has been learned from the earlier project and what changes, if any, will be made as a result of what has been learned. The impact of prior project(s) is discussed as well as the potential impact of the proposed project. Plans for continuing the project after the period of performance for this funding concludes are discussed in the submitted proposal.

#### Criterion B (20 points)

##### Evaluation Plan

The submitted proposal includes a description of the evaluation plan that will be implemented during the period of performance for this project. The submitted proposal includes evaluation measures for each information access category of activities that were selected for this project. The submitted proposal describes in detail evaluation plans, assessment tools, and data collection methods. A Logic Model (Attachment 11) was included in the submitted proposal.

#### Criterion C (20 points)

**Organization(s) Involved, Facilities, Personnel, and Resources**

The submitted proposal includes a description of the organization(s) submitting the proposal, its' (their) primary clientele, services currently provided, experience, facilities, equipment and all supporting documentation. The submitted proposal includes letters of commitment from all of the organizations involved in the project. The proposal includes: 1) descriptions of the proposed personnel incorporating their experience and qualifications; and 2) CVs or resumes and letters of commitment from those individuals who will actually carry out the project.

**Criterion D** (20 points)

**Target Communities**

The submitted proposal includes a description of the target population(s) for this project and a detailed description of their need for the proposed project. The target population is clearly defined and describes the existing relationships between the proposer and the target population. The submitted proposal includes descriptions of any studies, needs assessments, evaluations, etc. that the offeror or others have done to determine the need for this project. The proposal addresses the potential impact on the target communities.

**Criterion E** (10 points)

**Past Performance**

The submitted proposal includes the level of experience of the organization and its personnel in developing or conducting similar projects related to providing information or information services about HIV/AIDS to members of the community.

a) Offerors shall submit a list and description of the last three contracts completed during the past three years and all contracts currently in process. Offerors shall be evaluated on (1) record of conforming to specifications and to standards of good workmanship; (2) adherence to contract schedules, including the administrative aspects of performance; (3) reputation for reasonable and cooperative behavior and deep commitment to customer satisfaction; and (4) business-like concern for the interests of the customer; and (5) an ability to accommodate customer needs on a timely basis.

b) Offerors shall furnish documentation of corporate experience in the technical proposal that addresses the technical aspects specified in Technical Evaluation Criterion A. The evaluation is based upon the offeror's prior experience with similar activities. The proposal shall include descriptions of related activities such as providing online HIV/AIDS or similar health information via the internet or mobile devices, developing training curricula and conducting training programs (web-base or in-person), creation of mobile applications (Apps), promotion of online HIV/AIDS or similar health information either in-person, through text messaging or social media channels. Emphasis will be placed on similar projects, in both federal and private sector, on which the offeror has worked during the past three years. NLM will contact the references provided in order to assess the offeror's past performance and the comparability of the previous experience with NLM's stated requirements.

Criterion F

**SECTION 508 EVALUATION FACTORS**

Responses to this solicitation will only be considered for award after it has been determined that the proposal adequately addresses the requirements for Section 508. Only proposals which contain adequate information to document their responsiveness to the Section 508 requirements (e.g. a completed GPAT, VPAT or equivalent and supporting documentation) will be eligible for any additional merit consideration.

**Section 508 Acceptance Criteria**

The "PROJECT TITLE " delivered as a result of this solicitation will be accepted based in part on satisfaction of identified Section 508 requirements for accessibility. The "PROJECT TITLE" delivered must include a completed GPAT, a sample of which is included as a part of this solicitation and will be evaluated as acceptable or unacceptable but will not be scored.

Criterion G

**PRICE/COST**

Technical Factors are more important than cost or price. Selection of the firm to perform this purchase order will be based on the Government's assessment of the best overall value.

**F. ATTACHMENTS TO THE RFQ**

1. Statement of Work (SOW)
2. PO Terms & Conditions
3. Addendum to PO Terms & Conditions
4. Proposal Cover Sheet
5. Cost Breakdown Form
6. Information Access Categories
7. Checklist for Submission (**NOT REQUIRED FOR SUBMISSION**)
8. Section 508 Compliance Requirements
9. Section 508 GPAT Form
10. Frequently Asked Questions (Q&As) (**NOT REQUIRED FOR SUBMISSION**)
11. Logic Model